



CTE: Learning That Works for America User Agreement

Join us today and support the campaign.

For access to digital artwork for the CTE brand, advocates must first complete and submit this CTE Brand User's Agreement. Consistent usage and vigilant stewardship of the CTE brand are critical to effectively establish the brand. By signing this user's agreement—and by using the CTE brand in the ways outlined in the CTE User's Guidelines—you are helping to create awareness and recognition for CTE that enhances its leadership position among key target audiences.

By using the CTE brand logo, brand theme and brand messaging in your communications, you are also affirming your commitment to the CTE brand promise and the five vision principles that guide CTE as follows:

- *CTE is critical to ensuring that the United States leads in global competitiveness.*
- *CTE actively partners with employers to design and provide high-quality, dynamic programs.*
- *CTE prepares students to succeed in further education and careers.*
- *CTE is delivered through comprehensive programs of study aligned to The National Career Clusters™ Framework.*
- *CTE is a results-driven system that demonstrates a positive return on investment.*

This is not just about proper usage of a logo. It's about what the CTE brand represents and how CTE is positioned for leadership in addressing key issues facing our nation. You play an important role in this national CTE initiative, and your use of the CTE brand assets is a clear and visible endorsement of this initiative.

The CTE logo, brand theme, and the state-specific brand extensions of each are registered trademarks of the National Association of State Directors of Career Technical Education Consortium (NASDCTEC).

For access to digital art files for the CTE brand and its state-specific brand extensions, please register your support and agreement with the terms and conditions below. (Please indicate your acceptance of each.)

Please check each box in agreement with the terms and conditions:

- ☐ All applications of the CTE logo and/or its state-specific brand extensions must be consistent with the CTE brand promise, character and graphic standards outlined in the Authorized User's Guide for the CTE brand.
- ☐ All applications must be compatible with or complementary to other CTE branded products and/or services and should not conflict with, detract from, or otherwise create confusion for other brand assets.
- ☐ All communications that carry the CTE brand and/or its state-specific brand extensions must be accompanied by the following footnote: The CTE brand logo, brand positioning theme and brand extensions are the property of NASDCTEC.
- ☐ Authorized users agree to adhere to the graphic standards and guidelines contained in the Authorized User's Guide for the CTE Brand. Authorized users agree to adhere to the graphic standards and guidelines contained in the Authorized User's Guide for the CTE Brand. Authorized users agree to adhere to the graphic standards and guidelines contained in the Authorized User's Guide for the CTE Brand.

☐ Use and/or placement of the national CTE logo and/or its state-specific brand extensions are prohibited on any product that is sold or offered for sale.

☐ Authorization to use the CTE logo and/or its state-specific brand extensions is non-transferrable and cannot be extended from one party to another—and can be revoked if the authorized party is found to be in non-compliance with the terms and conditions of this agreement.

☐ I have read and understand the terms and conditions of this agreement as outlined above—and agree to abide by them at all times to help ensure the integrity of the CTE brand.

Please check here if you would like access to the CTE state logo

☐ State logos (i.e. CTE: Learning that Works for Maryland) may also be available for parties in their respective states. CTE State Directors have the discretion of allowing third parties to use the state logo. NASDCTEC will submit your user agreement form to your CTE State Director for review and then notify you of its approval status.

I hereby pledge my support for the CTE vision, the CTE brand, and the CTE brand promise as representing the value proposition that CTE is "Learning that works for America."

Contact Information

Full Name

Title

Organization

State

Phone

E-mail Address

Communications Contact at My Organization

Full Name

Title

Phone

E-mail

Submit

Please allow three business days for NASDCTEC to process your User Agreement. You will receive an e-mail notification when the logo is available for download. Thank you.

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